

IN THE SPECIFICATION:

Please amend the specification as follows.

Please replace paragraph [0017] with the following amended paragraph:

[0017] Fig. 1 depicts the results of a conventional cross-price elasticity study.

Please replace paragraph [0031] with the following amended paragraph:

[0031] Fig. 3 depicts and an exemplary affinity graph where the node is labeled with unit profit, and the edge is labeled with a probability of purchasing b given a. The graph illustrates that if Gravy is purchased, there is a 20% chance of purchasing Stuffing. Examples of additional affinity graphs are provided in Figs. 2, 3, 4, and 5, respectively.